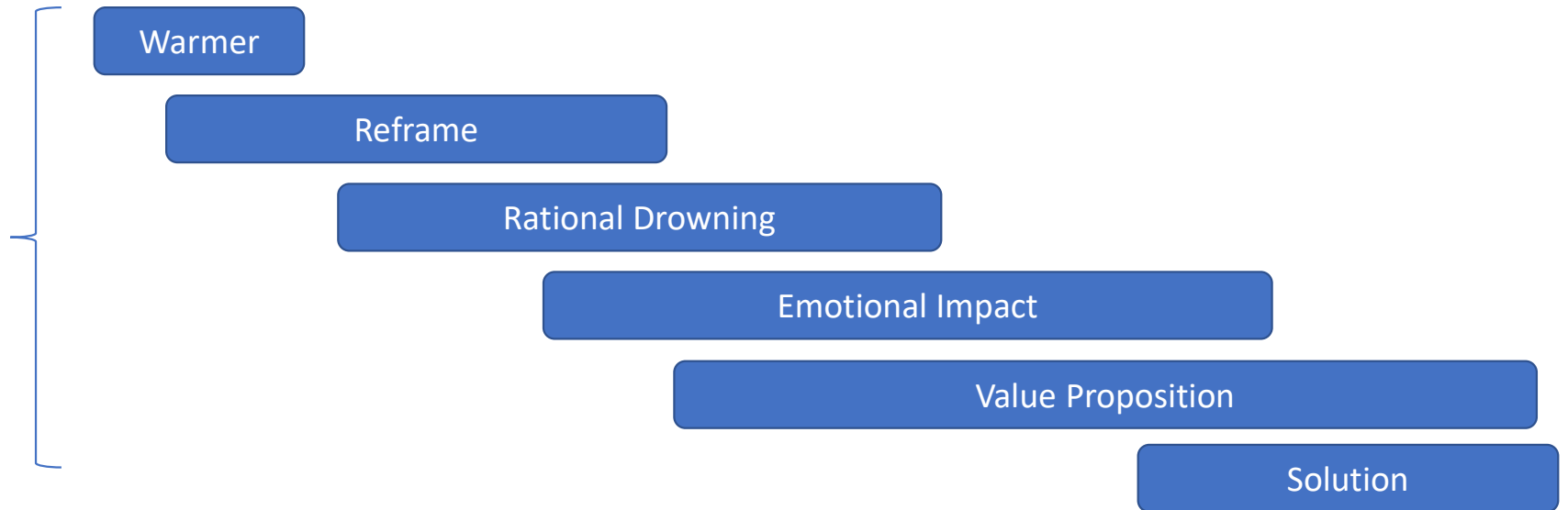
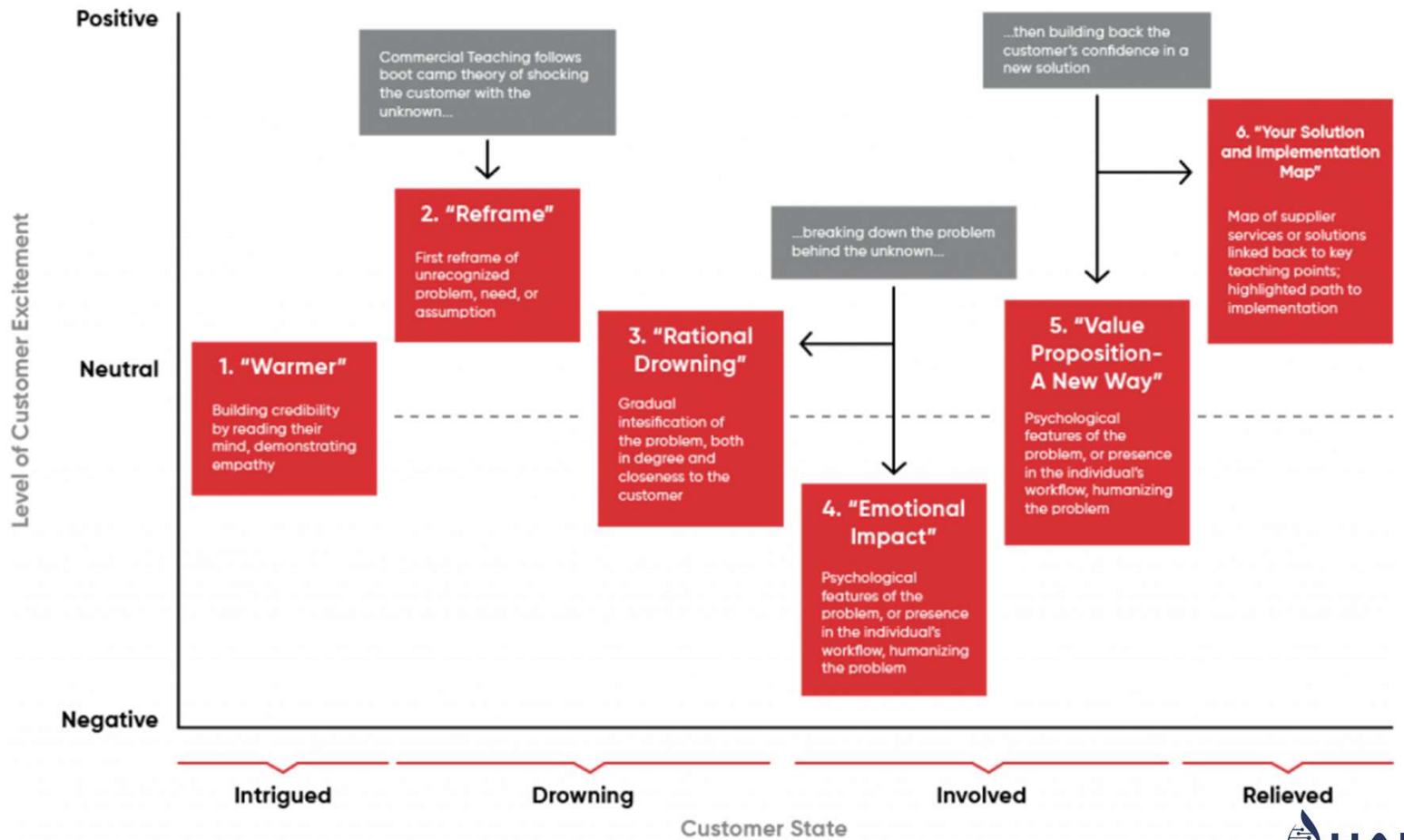


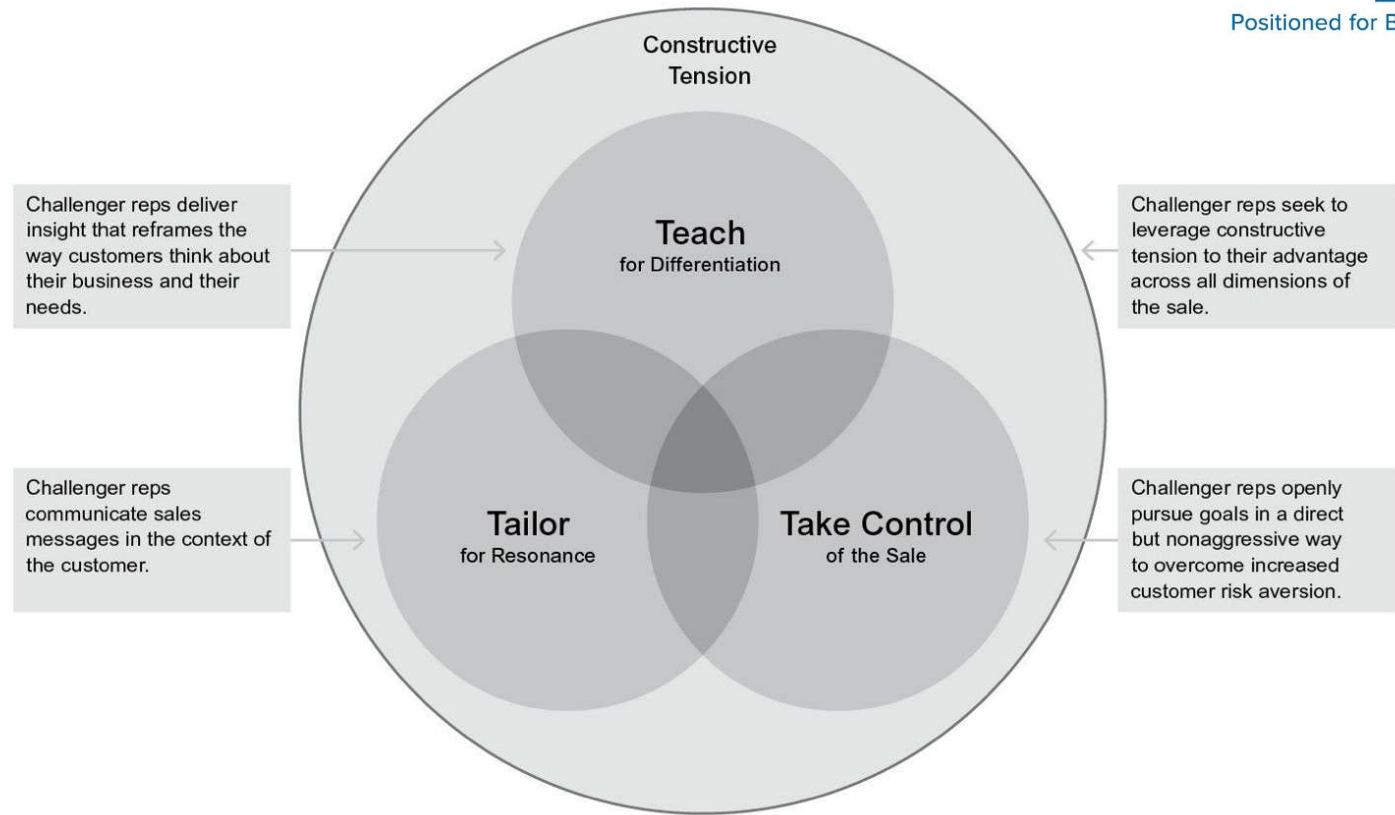
The Buyer's Journey



The Buyer's Journey

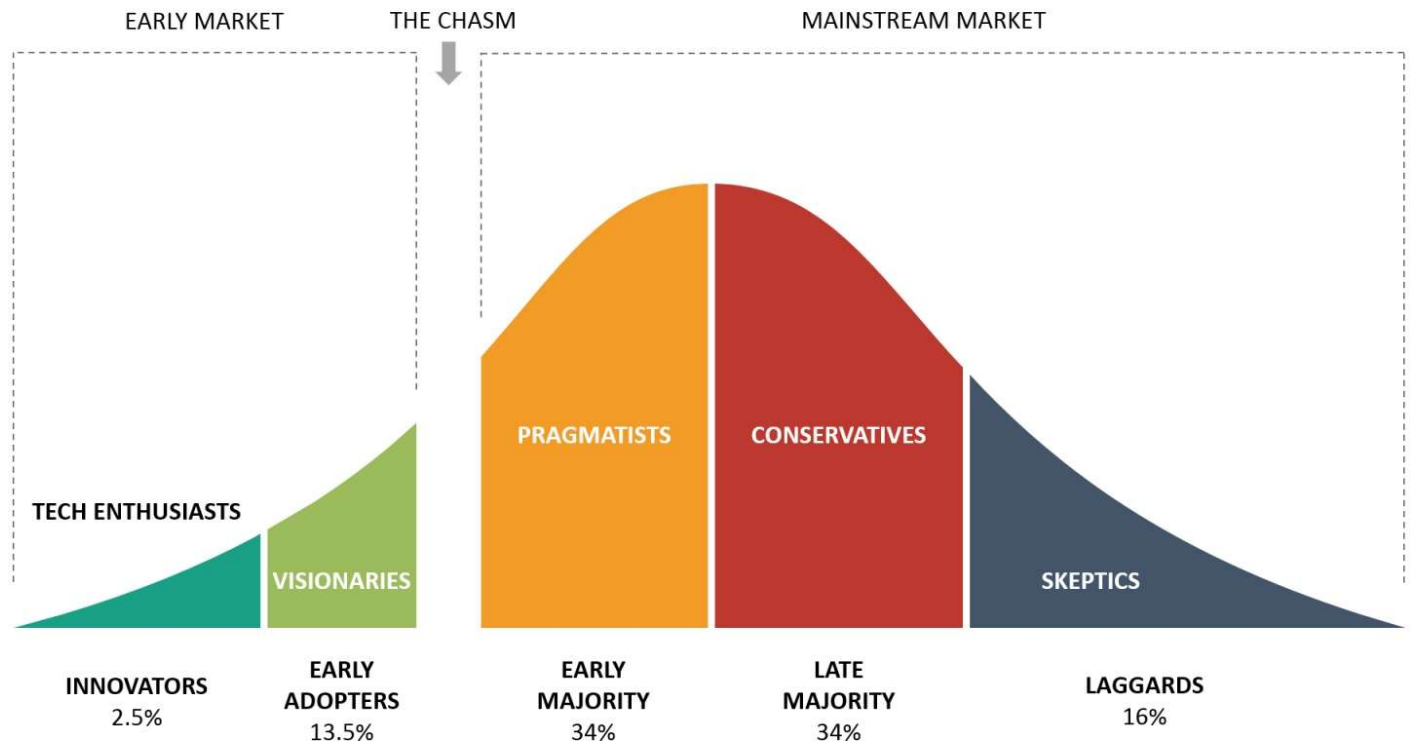
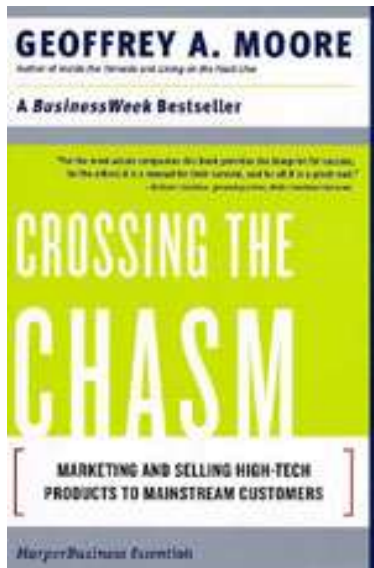






Source: CEB, CEB Sales Leadership Council, 2011.

Figure 3.1. Key Skills Within the Challenger Selling Model <http://bit.ly/uswwpU>



Buyer and Influencer Personas

Type	Cares About	Questions	Titles
Clinical Experts and Influencers (Innovators)	Patient Care Innovation Publications and Personal Reputation	How can I help my patients? How does this push the boundaries of medicine, science, and technology?	Medical / Clinical Director Medical / Clinical Manager
Leadership (Innovators, Early Adopters, Conservative Middle)	Strategic goals Financial goals Operational KPI's Competition in market Staff satisfaction Reducing worker's comp Brand ROI	Is the solution desired by medical influencers? Does the solution increase revenue or reduce costs? How can I reduce risk of harm to patients? How can I reduce staff turnover? Can we partner together on branding?	C Suite President Vice President Executive Director
Operations and Administrators (Conservative Middle, Skeptics)	Keeping Costs Low Operational metrics Reducing Redundancies Reduce Risk of Lawsuits	How can I help my staff and colleagues? Keep teams happy and engaged Reduce Risk – FDA, Approvals Supply Chain and Purchasing Finance and Risk	Director Manager Representative
Patient Families (Advocate)	Supporting family members Giving / donations	Reduce bedsores We are looking into patient insurance reimbursement	Parents, Family of patients